

GRAND ORGAN
9, 11 and 5:15

WANAMAKER'S

Store Opens 8:30 A. M.
Store Closes 5:30 P. M.

WANAMAKER'S

It is only at Wanamaker's in Philadelphia
that you can buy the ANGELUS

WANAMAKER'S

WEATHER
Rain

Silks! Silks! New Silks!

**\$130,000 Worth of Lovely New Fashion
Silks at Prices Averaging Less
Than Half**



A February Sale Different From Any Other Sale of Silks

THIS is the day of the start of the February Sale, and the silks are brand new and fine. Good, sound, durable, reliable, valuable silks every yard, and all new fashions!

We have carefully kept free of the low-grade silk business, and while many sales of "overproduction" silks were going on we were busy with four of the world's greatest manufacturers of fine and durable silks preparing for our own Annual February Sale.

These fine, new silks are here now, introducing the new fashions.

Brand new, and there will be in this Sale something like \$130,000 worth of silks to sell for less than half that much money.

There are in this Sale—

To every woman willing to save money this is a Sale without parallel.

To every woman interested in fashions this is the first showing of new fashions for the Spring of 1915.

Every woman seeking sound and durable silks sure to give the full measure of satisfaction—this is the Sale of Wanamaker Silks, and none but sound goods can ever come into this Silk Store.

The largest single item in the Sale is that of black silks and satins, since black silks undoubtedly predominate in the latest fashions.

Prices Go From 50c to \$6 a Yard

- Black Italian satins, \$1.50 to \$4.
- Black satin regence, colored stripes, \$2.
- Black satin, \$1.25.
- Black messaline, 68c.
- Faille, black, white and colors, \$2.
- Satin, black and ivory, \$1.85.
- Crepe, \$2.25.
- Crepe faille, \$2.25.
- Broche crepe, \$2.
- Gabardine Shantung, 85c.
- Natural-color printed gabardine, \$1.
- 52-inch satin, black and colors, \$2.50.
- Printed taffetas, \$1.

(East Aisle and West Aisle; and First Floor, Chestnut)

**More New Fashions
Larger Economies
More New Silks
A Greater Variety**
*than in any other silk sale
it has been possible to hold*

Besides which, there are plenty of the new colors which fashion is this instant talking about so much.

Crepes in a most limitless variety of beauty—crepes meteor, crepes faille, crepes gabardine, crepes broche.

- Crepe meteor, black, white and colors, \$1.50 and \$1.65.
- Foulards, 50c and \$1.
- Printed natural Shantung, 55c.
- Natural Shantung, 85c and \$1.
- Pongee "Indio," 65c.
- French novelty silks, \$6.
- Crepe meteor, 40 inches, \$2.
- Crepe de chine, 54 inches, \$2.50.
- Natural Japanese habutai, \$1.25 and \$1.50.
- Heavy corded moires, 40 to 44 inches, \$1.65.
- Roman striped silks and plaid silks, \$1.

(Third Floor, Central)

AMONG the new stocks coming into the Underclothes Store are the new white petticoats, with circular flounces, at \$2.75 to \$5; the silk petticoats, with circular flounces, at \$5, and lots of particularly dainty undermuslins with machine embroidery. This last including nightgowns, corset-covers, combinations and drawers.

Women's New Sports Skirts

Two-piece circular skirts, admirably tailored and cut from materials which would have gone into much higher priced skirts if there had been more of them.

There are white serges with various blue and black stripes, fancy brown and white worsted and battleship gray worsted with black stripes.

It's worth while seeing how good they are for \$5.75.

(First Floor, Central)

This is the Day of the Proof When the Celebrated February Sale of Furniture Comes to Its Own

Nearly a Million Dollars' Worth of Furniture

Nearly a Quarter of a Million Dollars in Savings

All New and Good—No Odd Lots

Thursday last was the day of the test, when we invited people to come in "and pull out drawers, and open doors, and examine joints and closely scrutinize every detail of design and workmanship."

Today is the Day of the Sale

when those who have examined our furniture, and all others who want good furniture, are invited to come and take what they want of it at the lowest prices furniture so good ever sold for.

And all who are not yet ready to buy furniture will do us honor and make themselves pleasure if they will come in to see an exhibition such as is not to be found elsewhere far or near, and at the same time see us selling furniture to customers from distant States, for Philadelphia has grown so famous in home-making that her greatest Store brings furniture purchasers to the February Sale from East, West, North and South.

It is worth while coming miles and miles to see, whether you are to buy or not. Last week many people spent hours going through it for the pleasure it gave them—there is so much to see that is new, so much finer furniture than has been shown before, so much better woods and better workmanship in the low-priced furniture, so much better taste and education in tapestry coverings, in carving, in arrangement of drawers, in mirror enlargements—so many and many improvements that are always first to be found in Wanamaker furniture.

Some Further Notable Facts

This is the first and only Furniture Sale in which there are no oddments nor job lots of unmatched leftovers. The new purchases are all fresh, fine, clean-as-a-whistle goods of highest grades and all completely matched up.

This is the best matched-up stock of furniture Philadelphia has ever seen. Here are ten fine period suits for every one you will find elsewhere. Some of these are at half price, others are reduced perhaps only 10 per cent.

There are fifty of the prettiest period dining room

(Fifth and Sixth Floors)

suits—from one maker—we have ever had, and every one is at half.

About 1000 pieces of mission furniture from the Stickley shops (and there is more coming) are here at one-third less than their well-known value.

On one corner of the Sixth Floor we have more moderately priced bureaus and chiffoniers and toilet tables of excellent construction than you will find in any three other stocks.

Prices couldn't be lower unless something were left out of the goods, and for that we would not stand.

A Decent Home and a Living Wage

is our idea of the way to make times better.

It is a great satisfaction to us to have been able to keep up the employment of our full regular force during the whole of 1914.

It is even more than a satisfaction—it is a source of deep-felt thankfulness.

Of course, for cause, some changes in employments have been and always will be made, but not here on account of dull times.

The temporary additions to our staff for holiday seasons are made with advance understanding of temporary service, and on our part it is always with regret that we part with any person.

It must be a pleasure to our patrons to think they have had a strong hand in helping to make employments for our full and large force, and most assuredly we shall do our best by splendid assortments and good service to make our business larger than ever.

(SIGNED) *John Wanamaker*

February 1, 1915

New Sand and Putty-Colored Serge Dresses for Spring

Somebody has lately said that dresses of these shades are only successful when self-colored, and we agreed with them—till this lot of dresses came in. And behold, they are so combined with dark blue or black—usually taffeta—that the effect is charming! Though, perhaps, that isn't surprising, considering that most of the eighteen styles just received are copied from the latest models by Doeillet, Jenny and Jeanne Lanvin.

They include coat dresses, suspender dresses and military effects, and you will note such novel touches as high tulle ruchings, embroidered silk blouses, silk pipings and ball buttons, military buttons and buttonholes.

And they are quite wonderful for only \$25.

(First Floor, Central)

Table Linens to Go With the Best Furniture

Irish table linen, 2 yards wide, \$1.20 a yard. Napkins to match, 24x24 inches, \$3.75 a dozen.

Bleached Irish satin damask table cloths, 2x2 yards, \$3.50 each; 2x3 yards, \$5.25 each. Matching napkins, 22 and 24 inches square, \$4 and \$5 a dozen, respectively.

Bleached double satin damask Irish table cloths from 2x2 yards at \$6.25 each up to 2 1/2 x 2 1/2 yards at \$10.50 each. Matching napkins, 25x25 inches, \$9.50 a dozen.

(First Floor, Chestnut)

THERE is individuality in magazine making, as in most things else.

The Book News Monthly for February

demonstrates the truth of this statement from its unique cover design, by Franz de Merlier, to its latest instalment of a serial story that is as rich in independent humor as anything Joseph C. Lincoln has written. Here are a few features that prove The Book News Monthly to be one of the most interesting periodicals on the bookstands this month:

Philadelphia Views, No. 2, by Herbert Pullinger—a rarely artistic etching attractively reproduced.

Loose-leaf portrait of W. L. George, a coming English author.

In and Out of Erin's Literary Byways. An illustrated article by Elizabeth Clendenning Ring.

Pictured articles on Samuel Merwin, Mrs. Havelock Ellis, the Long Island home of the poet Bryant, San Marco, and a number of popular American and English authors.

Reviews of the newest books, verse in variety, all of excellent quality.

A children's section, with fresh stories, pictures and poems.

A big value for 10c a copy or \$1 a year.

(On Sale in the Book Store at Wanamaker's and on News Stands Generally.)

More Spring Millinery Ready Today

New straw turbans with velvet crowns, new white, rose and sand-colored hats, new Panama and straw hats for outing wear, new mid-season hats.

They are all quite charming, and the prices are conservative.

(Second Floor, Chestnut)

JUST to remind women now planning their Summer sewing that the Dress Goods Store is ready with the new Spring fabrics—embroidered and printed cottons, silk and cotton materials, linens and ginghams, in a wide range of colors.

(First Floor, Chestnut)

Starting the February Mattress and Bedding Sale

Mattresses of clean hair and felted cotton, in various grades and sizes, at 20 to 25 per cent. less than standard prices. These we are making up in the best manner from new and favorable purchases of clean hair and felted cotton.

In addition, we are offering all our regular grades of mattresses at a price reduction of 10 per cent.

Various bed springs are also in the Sale at special February rates.

(Fifth Floor, Market)

Hundreds of Pictures Are Reduced to Half

It is the regular February Sale, and one room in the Picture Galleries is given over to the disposal so that people can choose conveniently and quickly. There are fac-simile water colors—landscapes and figures and copies of famous pictures; French prints in antique gilt frames; carbon photographs; water colors; hand-colored photogravures. Prices are now 25c to \$15.

A few oil paintings and mirrors in another room also are in the Sale—at a third to a half less. The paintings are \$2 to \$40; the mirrors, \$2 to \$15. A few of these have their frames mended.

(Eighth Floor, Central)

New Shirtwaists—Thousands in the Lower-Price Store Today

75c to \$2 for fresh new waists in all the latest styles.

\$1 to \$1.35 for lingerie waists. These are low necked, long sleeves, in voiles, with pretty embroideries and laces.

\$2 each for crepe de chine waists in various light colors; made in new styles, with large pearl buttons, long sleeves and high neck.

\$2 each for tub silk waists—white ground with colored stripes; long sleeves.

(Subway Floor, Market)

Marble and Bronze Clocks Strikingly Reduced

In fact, the actual saving in every case amounts to at least half excepting one, and that is close to it.

It is quite unlikely that you could buy such beautiful imported clocks as these anywhere in the capital cities of Europe for anything like the prices we are offering them today.

Some of the clocks have candelabra to match and the prices in such cases include the entire set. They are now \$75 to \$375.

(Jewelry Store, Chestnut and Thirteenth)

Fresh-Cut Flowers Every Day

Plenty of orchids, violets, sweet peas, carnations, narcissus and other favorites fresh today.

Also many potted ferns and blooming plants at special prices.

(Subway Floor, Central)

The Panama Special Trunks

are special in a double sense—they were made specially to our order to withstand the hardest knock-about travel, and they were specially priced—the size of the order took care of that:

Steamer trunks in five sizes, \$12 to \$16.

Three-quarter trunks in three sizes, \$14, \$16 to \$18.

Dress trunks in five sizes, \$14 to \$18.

Wardrobe trunks, \$37.50 to \$40.

Also a little special clearaway of a couple dozen wardrobes, dress and steamer trunks with prices cut down to bed rock today.

(Trunk Store, Subway Floor, Chestnut)